

Google Search Appliance improves information sharing within the Société Générale group



At a Glance

What they wanted to do

- Link together the silo'd information living in 70 different Lotus Notes-based intranets
- Build an international knowledge base
- Simplify new employee integration

What they did

- Implemented the GSA to index the databases and list over 400,000 documents in just two months
- Integrated the look and feel of the search engine to each intranet

What they accomplished

- Produced highly relevant search results
- Boosted search engine usage to over 30,000 searches per month

Business

Société Générale is one of the top-tier financial service groups in the euro zone. With 120,000 employees across the world, its business focuses on three key areas: Retail Banking & Financial Services, Asset Management & Investment Services, and Corporate & Investment Banking.

Société Générale Corporate & Investment Banking is active in over 45 countries across Europe, Asia-Pacific and America. Société Générale Corporate & Investment Banking is one of the leaders in the international financial sector.

Challenge

The Information Systems Department within the Corporate & Investment Banking arm of the Société Générale group was on the lookout for a high-performance solution to optimize knowledge sharing and simplify information searching for all employees worldwide.

There are over 70 different intranets within the Société Générale group, based on Lotus Notes. These intranet sites were developed in response to specific requirements identified by theme and business unit. To date, no software had linked together the highly rich content. From a dedicated intranet for the Information Systems Department of Société Générale Corporate & Investment Banking to the intranet for the environment or human resources, information was partitioned.

“The GSA’s ability to index millions of documents and its unrivalled security functions were the perfect answer to our requirements and allowed for optimal information sharing within the Société Générale group.”

—Laurent Berrebi, Administrative and Financial Manager

Since the 120,000 employees of Société Générale needed access to all the relevant information as quickly as possible, implementing the Google Search Appliance solution was the ideal response to their requirements:

- Build an international knowledge base
- Distribute the information worldwide
- One-click access to the information
- Knowledge sharing based on the same theme
- Simplify the integration of new employees...

The Information Systems Department of Société Générale Corporate & Investment Banking wanted to deliver a high-performance solution in response to the need to share information and simplify information searching for all Société Générale employees worldwide.

About Google Search Appliance

With the Google Search Appliance (GSA), the search experience shared by millions across the globe can be harnessed by your individual company with specific enterprise enhancements that make searching easier, intuitive, and customisable. Ready to index most enterprise content right “out of the box,” the GSA turns your company’s intranet or website search engine into a system that is as relevant and reliable as Google’s - with the same ease of use.

For more information visit:

www.google.com/intl/en_uk/enterprise/search/

The objectives for the search engine project were:

- Simplicity: keyword-based searches
- Optimised searches: indexing of thousands of documents and contents of all the intranets within the Société Générale group
- Relevant results: matches arranged in order
- Fast search time: sub-second response time

Laurent Berrebi, Administrative and Financial Manager of the Information Systems Department of Société Générale Corporate & Investment Banking, spearheaded and managed the project. Berrebi quickly identified the solutions available on the market and detected the most comprehensive system geared towards the expectations of the users and the infrastructure.

After consulting several providers, the Google Search Appliance system was chosen. “Its ability to index millions of documents and its unrivalled security functions were the perfect answer to our requirements and allowed for optimal information sharing within the Société Générale group,” explains Berrebi.

Solution

“Transparency was our top priority,” advises Berrebi. Setting up the Google Search Appliance system at the heart of the Société Générale infrastructure did not require any specific developments and did not need any action from the teams in charge of the company’s intranet sites.

Easy to configure and requiring minimal administration, its integration into the highly complex computer environment of Société Générale Corporate & Investment Banking met with few constraints.

Google Enterprise’s technical teams worked alongside the project management team within the Information Systems Department. The project was completed in no time at all. Just two months were needed to install the solution, index the databases, list over 400,000 documents and make the search engine available.

The option of personalising the search engine helped to create an interface seamlessly integrated in the Société Générale environment, due to its mirroring the visual identity of the group’s intranets. The engine was called SGoogle, a reference to the most famous web search engine used within Société Générale.

Benefits

Today, all Société Générale employees can instantly access the countless amount of information in all the company’s intranets from a single, user-friendly field, SGoogle, available on the pages of all the intranet sites.

Each search offers a list of results arranged in order of relevance, providing quick access to the essentials and links to other documents relating to the search criteria.

The launch of the SGoogle search engine was accompanied by a poster and email campaign, personalised calendars, a promotional film and flash animations on the intranets and during seminars, and with the search engine displayed on the different intranet sites. All these elements ensured quick and effective communication right from the first month.

Upon its launch, the search engine proved a hit and was heavily used, reaching a peak of nearly 3,200 searches every day. To date, the search engine averages over 30,000 searches every month.

